

DoD HR 2002



*HR Worldwide –
Leading the Charge*

Defense Integrated Recruitment Campaign

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John Moseley



DoD HR STRATEGIC PLAN

“Promote focused, well-funded recruiting to hire the best talent available” (Goal 1).

“ Identify policies that are cumbersome or add little value....” (Task 2.3.1 Goal 2)

“Promote and sustain an effective civilian workforce that is richly diverse as America itself” (Goal 3).



CONCEPTUAL ELEMENTS

- *College Recruiting*
- *Targeted recruiting efforts (aimed at all levels of experience from interns to SES)*
- *Applicant/Candidate Assistance*
- *Interactive Web Information and Assistance*
- *Professional Marketing and Communication*



IMPROVEMENT TARGETS

- *Communication with applicants and college recruitment sources*
- *Application processes*
- *Vacancy announcements*
- *Marketing quality, scope, and media*
- *Education of DoD missions and occupations*



COMMUNICATION WITH APPLICANTS

Applicant Outreach: “Staying with the applicant throughout the application cycle”

- Assist with questions, applications and forms and status of application
- Inform with DoD and Component Internet web services dedicated to information about DoD vacancies, occupations, and missions
- Support with live, personal assistance via telephone and email



THE APPLICATION PROCESS

- *Adopt and implement uniform application process*
 - Adapt best practices where appropriate
 - Streamline initial application process
 - Reduce initial paperwork required until the applicant is a serious contender
 - Reengineer required applicant data and method of acquiring data, e.g., web-based data entry
 - Reengineer required new hire data and method of acquiring data with direct flow into DCPDS to create the initial electronic file



VACANCY ANNOUNCEMENTS

Adopt and implement uniform vacancy announcement formats and contents that:

- Use plain language
- Give clear directions
- Use appropriate language related to type of appointment
- Eliminate applicant guesswork and frustration
- Improve DoD image as an employer



VACANCY ANNOUNCEMENTS (Con't.)

- Augment vacancy announcements with information about the occupation and the mission of the organization.



MARKETING DoD AS AN EMPLOYER

Develop professional marketing materials

- DoD “branding” or identity
- Recruiting handouts, portfolio brochures, postcards, news releases, videos, web design, CD/DVD, radio and television commercials, and print ads
- Direct recruiting efforts to all levels of experience from interns to SES, public and private sectors
- Exploit best practices within and external to DoD



SHOWCASE DoD MISSIONS AND OCCUPATIONS

*The public is generally unaware of DoD
civilian roles*

**Showcase DoD missions and civilian
occupations in media and internet with
narratives, graphics, streaming media,
and photography**



SUMMARY

- The Defense Integrated Recruitment Campaign is currently a concept with elements that will be developed and implemented over the next 1 – 3 years.
- All segments of DoD will benefit.
- Like all concepts, some parts never leave the drawing board without leadership and community support.